

Internet World Exposition Builds a Public Park for the Global Village

The Industrial Age began with the opening of the Crystal Palace's Great Exhibition in London in 1851, historians claim. If a determined group of Internet pioneers, led by Carl Malamud of the Internet Multicasting Service, have their way, the Internet Age will officially begin in 1996 with the first Internet World Exposition.



Carl Malamud of the Internet Multicasting Service envisions the 1996 Internet World Expo to be a global world's fair.

The Crystal Palace profoundly expanded the horizons of up to 30,000 visitors a day by showcasing the wonders of the industrial world for the first time. Malamud sees the Internet World Exposition having the same effect on Internet "newbies" today.

"We want to show Internet technology to millions of people who've never seen it before," Malamud states. "In the process we can create something of lasting value to leave behind — a public park for the global village."

Malamud and Dr. Vinton Cerf, president of the Internet Society and senior vice president of MCI, are spearheading a worldwide effort to organize the exposition. They have gained some impressive endorsements for their efforts. President Bill Clinton recently voiced his support, and Vice President Al Gore has encouraged the G-7 economic partners to participate. A number of prominent corporations have donated money, equipment and the time of skilled engineers to advance the effort.

Quantum Corp. has donated a terabyte of

disk drives, the equivalent of one million floppy disks. Cisco Systems, Silicon Graphics, Sun Microsystems and others have also made substantial contributions of computing equipment and personnel.

"This is a chance to really get Internet technology off the ground by focusing a lot of talented engineers on a common goal and

challenging them to surpass themselves," Malamud says. "World's fairs of the past left us lasting legacies like the Eiffel Tower. We want to leave behind high-speed T-3 data lines and a series of public servers around the world. That's our idea of a public park for the global village."



Core sites have already been identified in several locations around the world. A number of well-known organizations have already volunteered to establish "pavilions" on their Internet servers, and the list is growing. Pavilions will contain exhibits on particular themes organized by subject area.

INFOMART has agreed to host a Crystal Palace Technology Pavilion. NBC has signed on as a media partner and will host The Entertainment Pavilion. A Global Schoolhouse Pavilion will showcase weekly programs from the Kennedy Center for the Performing Arts. The Future of Media Pavilion is being sponsored by Monitor Radio, the World Radio Network and MIT Media Lab.

The Town Hall Pavilion, sponsored by the National Press Club, will be a global meeting place where citizens and world leaders can discuss public affairs. The Reinventing Government Pavilion will contain the full text of all U.S. patents, trademarks and SEC documents, and feature an audio-on-demand server containing

every word heard on the floor of the U.S. House and Senate.

"Anyone can open a pavilion. Any person, any club, any corporation, any country can participate," Malamud says. "The more participants, the better."

Unlike past world's fairs, the Internet World Exposition will take place in hundreds, even thousands of locations simultaneously. At least five countries, including the United Kingdom, Thailand and the Netherlands have already established organizing committees, and efforts are well underway in dozens of others.

"Our goal is to have 100 countries participate," Malamud declares. "In Japan, we have commitments from companies like Sony, Nissan and NTT Labs. The Tokyo Aquarium will be very active in the Global Schoolhouse Pavilion. In England, Peter Gabriel and his Real World Studios have agreed to host a World Music Pavilion featuring live multi-



casts from worldwide music festivals."

In addition to linking pavilions, the electronic exposition is offering hands-on experience. Many participants, including INFOMART, will provide opportunities for the public to browse the Internet firsthand. Softbank Expos, producers of the NetWorld+Interop shows, are focusing on the Internet World Exposition as a major theme throughout 1996.

The construction of the Internet World Exposition will play a major role in the construction of the ever-growing global village, according to Malamud.

"When you're building cities, you have choices," he says. "You can end up as a bedroom community, or you can be a Paris or Florence. Those are also the choices we make when we build network infrastructure. Some cities have overcrowded freeways; some have beautiful mass transit systems. We're making those choices for Internet now." — Bruce Benesh

For more information about the 1996 Internet World Exposition, send e-mail to fairmaster@radio.com. The Internet Multicasting Service's electronic location is <http://townhall.org>.